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Specific information, identification, and direction to and within the campus as factors determining a campus sign system are discussed in terms of--(1) needs requiring an identification sign system, (2) recommendations for initiating a comprehensive sign system for the university, and (3) application procedures as they relate to streets, walkways, and buildings and places. Sign categories include direction, identification information, and traffic control. The general concept of the sign system is composed of symbol, color, and frame; examples are given for different areas and functions. Structural details, information types, and locations are given for both vehicular and pedestrian types, and locations are given for both vehicular and pedestrian traffic. Supporting graphic material includes suggested symbols, colors, sign configurations, and construction details. (MM)

THE UNIVERSITY OF MICHIGAN
CAMPUS IDENTIFICATION SIGNS

ERIC

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IE UNIVERSITY OF MICHIGAN CAMPUS IDENTIFICATION SIGNS

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As the University continues to grow in physical dimension and become increasingly interwoven with the fabric of the community, the need for clarity of direction and identification becomes essential to an orderly process of campus life. Without full and apparent comprehension of individual campus areas and their position in context to the total University, confusion and lack of orientation contribute to unfamiliarity, inefficiency, and an unfriendly environment.

Much of the need for comprehensive unity and identification of place can and should be provided through architectural and site design and detail. The Central Campus Planning Study of 1963 and the Campus Walkway Report of 1967, point out the potential role of campus walkways as the essential fabric of future physical order. Order through architectural organization is a significant opportunity on the North Campus, and should be a continuing consideration of planning.

The need for specific information, identification and direction to and within the campus, however, exceeds the abilities of environmental and architectural order to meet it. Signs are a necessary device to provide full comprehension and clarity. It is within and as a complement to an orderly environment that sign identification can be most successful. As an element of the environment, it must be considered in terms of its contribution to it or subtraction from it as well as in terms of efficiency and function.

This report sets forth the recommendations of a comprehensive study of signs and identification for The University of Michigan. Concerning itself with vehicular as well as pedestrian-oriented problems, it suggests an overall unified system of signing, incorporating the use of symbolism and color to contribute to a degree of simplicity to what otherwise might be additional confusion.

The first section of the report briefly describes the basic **Needs** requiring an identification sign system; the second section outlines **Recommendations** for initiating a comprehensive sign system for the University; and the last section suggests **Application** procedures as they relate to streets, walkways and buildings and places.

NEEDS

A visual survey of existing signs on the University campus identified over 80 various sign types presently used on the campus or in relation to it. While the needs and situations vary, there are apparent opportunities within this multitude of sign types for simplification and uniformity.

In general, the majority of sign needs on the campus can be categorized under four headings:

1. **Direction**

   To give direction to drivers, pedestrians and bicycle riders to The University of Michigan, its various campus areas, and to specific buildings and places within those areas.

2. **Identification**

   To identify specific University buildings or places within the campus.

3. **Information**

   To give information as to how to locate a specific University area, place or building on campus, or to give information of forthcoming events of general interest to the University community.

4. **Control**

   To conrtol and regulate the automobile, bicycle and pedestrian traffic arriving at and traveling through the University to maintain order and protect the safety of all concerned. Parking of vehicles and bicycles, as well as control of their routings, are included in this category.

NOTE: Because of the complexly interwoven physical patterns of the University and the community of Ann Arbor, this study omits from its consideration the traffic control signs that apply to each. While the need for a systematic solution to this problem is real and appropriate, it is felt that consideration of the University's needs separate from the city's would only add confusion and inefficiency. It is important that this segment of signing be considered on a community-wide comprehensive scale.

Throughout this general order of sign types, there are criteria that can be stated as desirable characteristics for a University sign system:

1. Signs should be employed only where necessary after determination that other devices will not eliminate the need for a sign. Example:

a. Redesign of an area to clarify the intention, such as realignment of a walk to direct movement in the appropriate manner.

b. Use of special paving materials to distinguish between vehicular movement and pedestrian walkways.

c. Painted lines on walk or street surface to direct movement and indicate crossings.

2. Signs should be clearly readable at a glance and readily understood. Lengthy written explanation should be avoided.

3. There should be consistency within each category so that the sign itself becomes a symbol for a message.

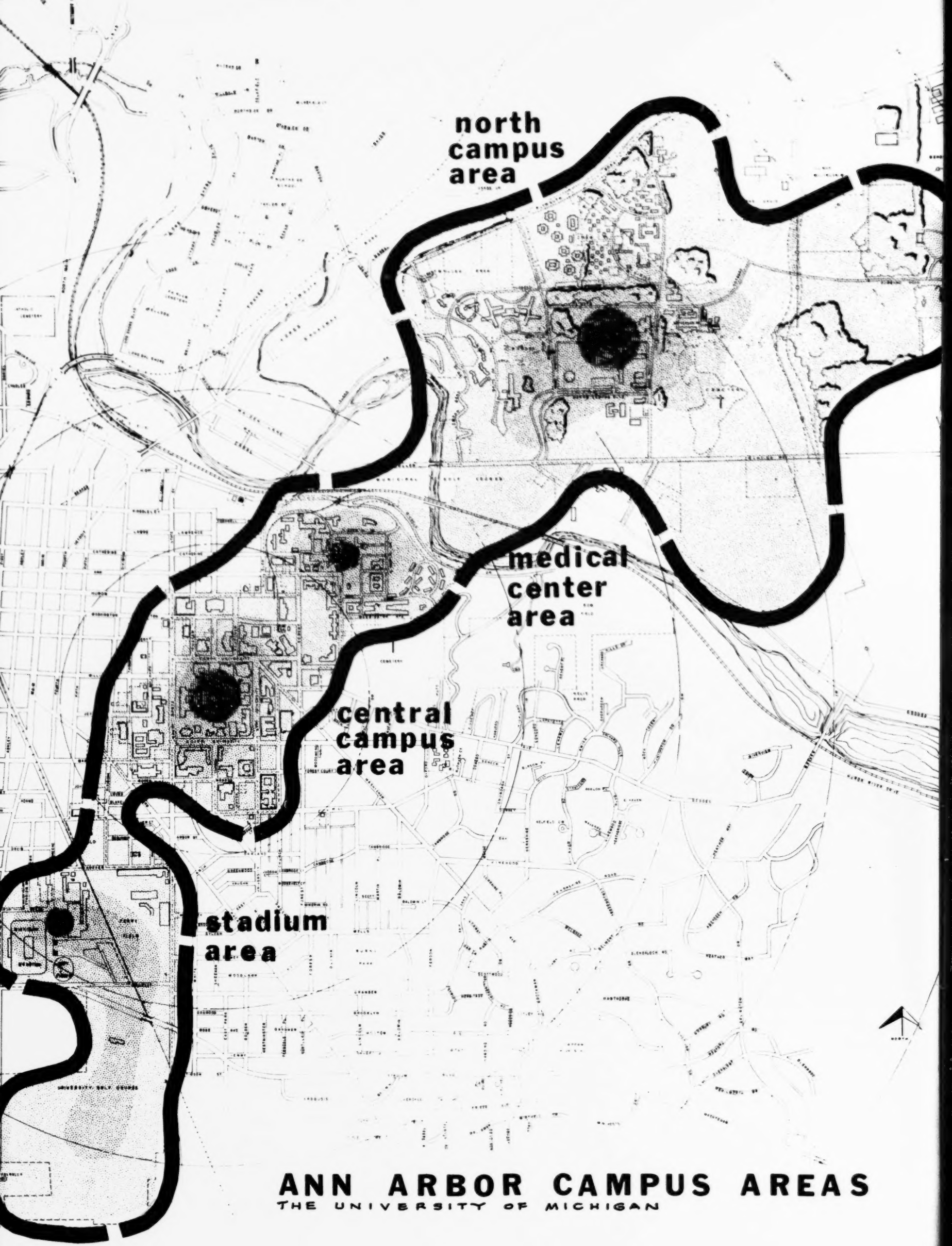
4. A high degree of flexibility within the system is desirable, permitting application to dissimilar situations and mass production of component parts.

5. The broad scope of sign application demands economy of material, erection and maintenance.

6. The system should express uniformity, giving University identification inherently in its repetition and recurrence.

7. Signs should add to the campus/community environment. Their design, location and frequency must be sensitive to this desire.

The unique physical pattern of the University with its four distinctly identifiable units (Central Campus, Medical Center, North Campus and Stadium Area) carries a special need for area identification within a total University system. The necessity for clearly discernible route directions to the separate areas and between them suggests the appropriateness of employing identifying color and/or symbolism to each of the campus areas.



ANN ARBOR CAMPUS AREAS

THE UNIVERSITY OF MICHIGAN

RECOMMENDATIONS

The general concept of the sign system recommended is composed of three basic parts: Symbol, Color and Frame. These combine to form a highly-flexible system adaptable to many situations and providing the economy of mass-produced components.

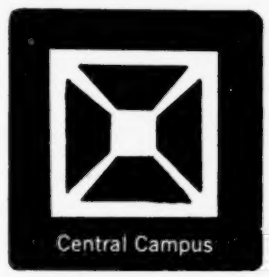
Symbol and Color

Relatively little used in the United States, symbolism in signing has long been an effective communication expediency used in Europe and throughout history. With increasing concern for the visual appearance of our physical environment, symbolism is gaining popularity as a device to express a message efficiently and with aesthetic opportunity.

THE UNIVERSITY OF MICHIGAN

The block **M** is suggested as the most appropriate symbol representative of the total University. Its block character suggests its placement in a square. University identification is further emphasized through the use of color: a yellow for the **M** and a dark blue for the background.

This symbol would be used in conjunction with one or several of the following campus area symbols. In each instance the name is given below the symbol for literal clarity until the symbols become commonly familiar.



CENTRAL CAMPUS

Of several alternative symbols offered, the "Diag" was determined as the most appropriate to represent the Central Campus. Yellow is suggested as the background color with the symbol, as in all the campus area signs, to be white.

NORTH CAMPUS

The perimeter belts of large trees are a dominant feature of the North Campus. Accordingly, the evergreen tree which exists in large masses is suggested as its symbol and green for its background color.

MEDICAL CENTER

Historically, Mercury's staff, Caduceus, has symbolized the medical profession. Universal recognition of this symbol makes its application to the Medical Center appropriate. The background is red.

STADIUM AREA

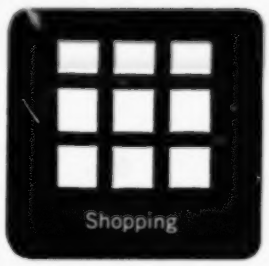
A symbol of the stadium is quickly identified as representing the Stadium Area. Its background color, brown, is selected in accordance with a desire to apply a distinct and readily identified color to each area in order that it, as well as the symbol, will be commonly recognized and used as a reference.

INFORMATIONAL PANELS

Informational panels listing specific buildings and places can be used in conjunction with the campus area signs where appropriate. This is especially adaptable to the pedestrian system of signing. Dark blue letters on white background.

SHOPPING

Although not a University function, shopping as a part of the campus environment needs identification. The suggested symbol, somewhat abstract but representing a shopping area, is white on a purple background.



UNIVERSITY BUS

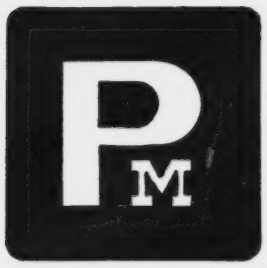
Bus stops and directions to where they are located require identification. The **M** symbol and/or color could be replaced with **AA** to indicate city bus routes serving the University area. Dark blue symbol on a white background.

BICYCLES

Parking of bicycles and designation of bicycle routings between campus areas and within are important to the efficiency and safety of bicycle traffic. A special sign would clarify desired routes and locations. Symbol to be dark blue on a white background.

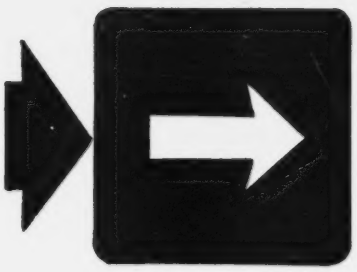
PARKING

University parking structures and lots require identification and locational information. A white symbol on dark blue background is suggested with an alternate of changing the background color to designate various types of parking permitted.



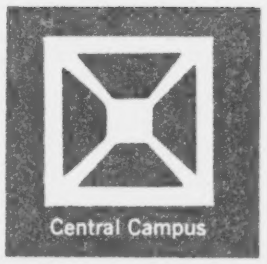
A more adaptable designation of the category of parking allowed and information as to rates is suggested to be placed on an accompanying panel with dark blue letters on white background.

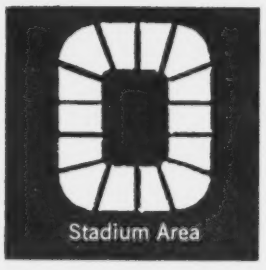
Whenever direction is an element of a sign, it can be provided clearly in the form of an arrow. Two suggestions are offered for testing: an arrow within a panel, and an arrow to be attached to the side frame. Either is adaptable to positioning as necessary. Colors are dark blue and white for the panel or black for the attached arrow.

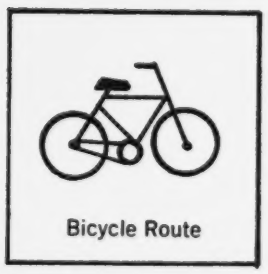


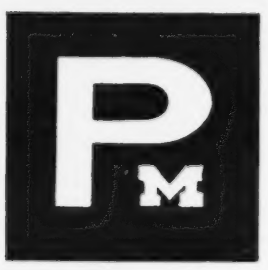
THE U OF M

DESTINATION



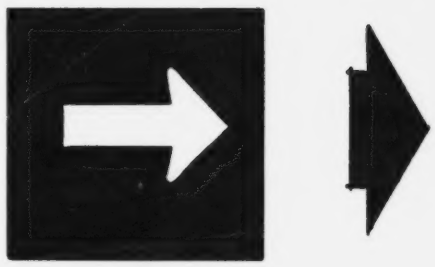






DETAIL INFORMATION

DIRECTION



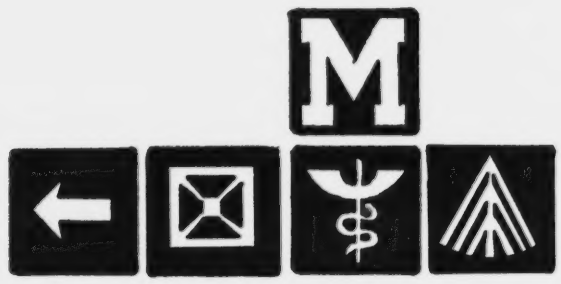
and/or

* FRIEZE BLDG.
* RACKHAM BLDG.
* HILL AUDITORIUM
* WOMENS LEAGUE
* BURTON MEM. TOWER

STAFF PAID PARKING
• RESTRICTED •
TO CARS CARRYING
PAID PARKING PERMIT
6 am - 6 pm M-S am
ENFORCED BY ANN ARBOR
POLICE DEPARTMENT

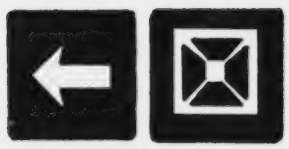
SYMBOLS/COLOR

The flexibility of combinations of the above symbols provide opportunity to adapt to many situations. The use of individual components further provides for a maximum degree of economy through mass-production of units to be assembled according to need and situation.

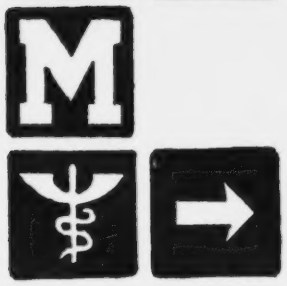


Central Campus
Medical Center
North Campus

left



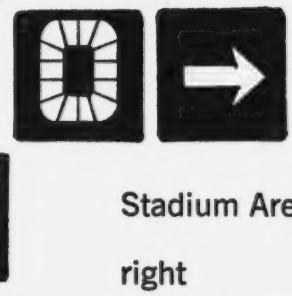
Central Campus left



Medical Center right

Central Campus
Medical Center

straight ahead



Stadium Area

right

Central Campus
straight ahead

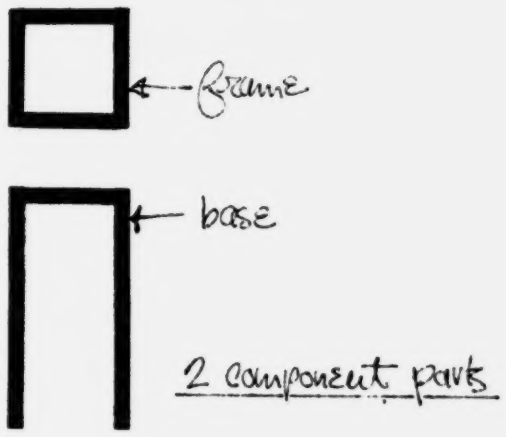
North Campus
right

The only major category of required signing that does not readily fit into this mass-produced system is that of specific individual buildings and places. Because of the need for only one or several of each, they need not fit standard modules, and can be of a size in scale with the length of title.

For coordination with other information signs and for visual clarity, white letters are recommended on a dark blue background.

Letter type on all signs should be simple, bold face and sans serif. Recommended is Futura bold.

Special sign illumination is not considered necessary or appropriate to the environment. Placement of regular campus lighting as outlined in Campus Walkways report will need to take sign locations into consideration in order to assure proper incidental illumination.

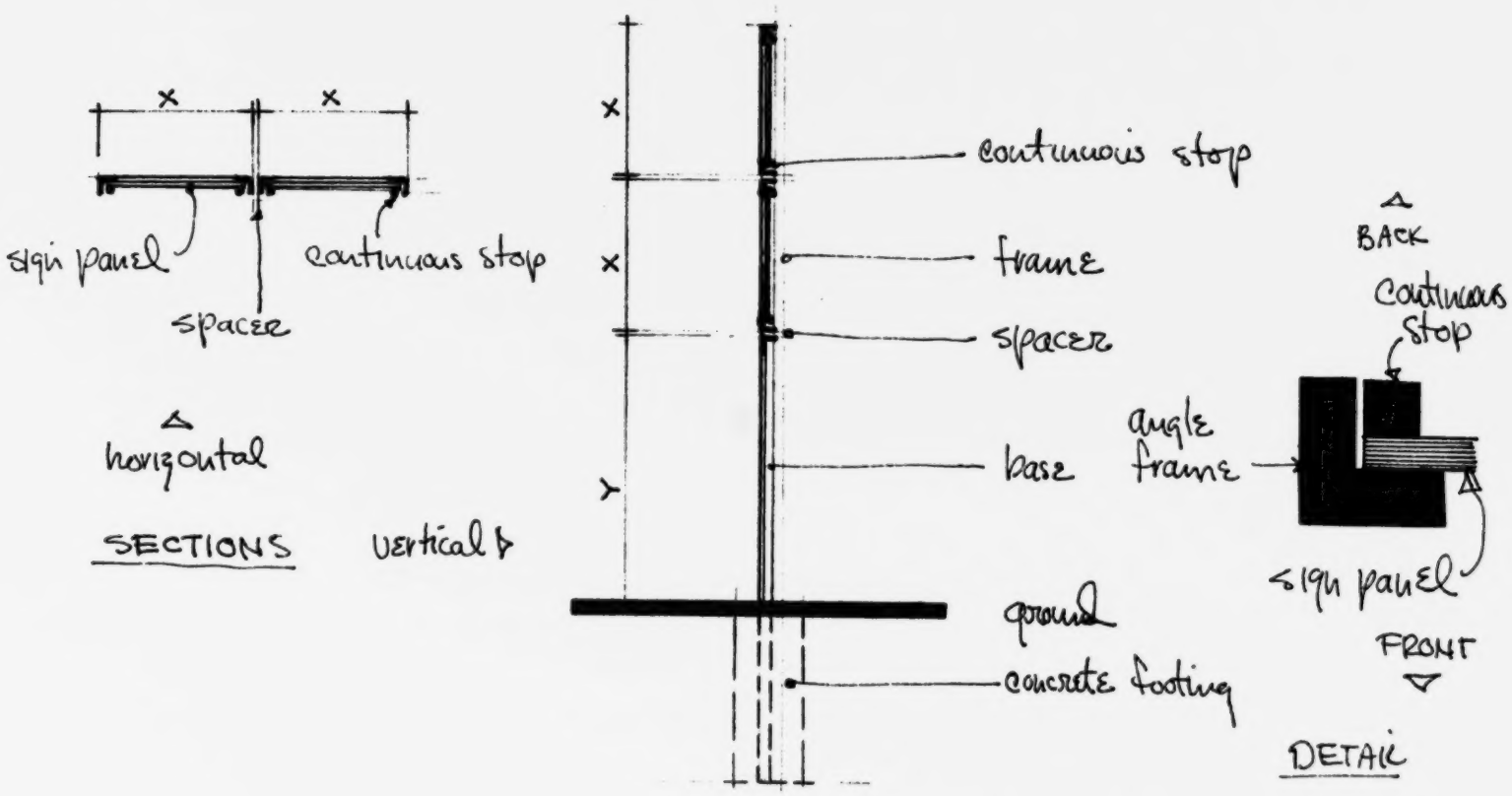


Frame

To accomplish the flexibility intended in the unit component system described, the structural framework must necessarily be expandable in every direction. Expansion ability would not be excessively expensive, however, due to the modular system of repetitive uniform dimensions.

Essentially the frame is recommended to be of square tubing or right angle extrusion, pre-cut to lengths determined by the sign panels.Two panel sizes are intended; one of a scale appropriate to moving vehicular traffic, and the other of a pedestrian scale as described elsewhere in this report.

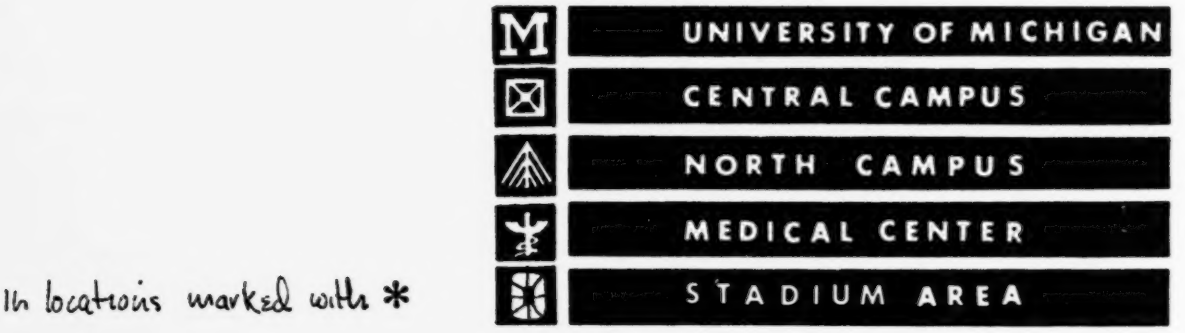
A variety of securing techniques are possible, both for expanding the framework structure and for fastening the panels to it. A method that provides for occasional double-faced signs and for uncluttered and unencumbered rear sides is recommended. Various methods will need to be tested for ease of erection, economy of maintenance, strength, and resistance to wind rattle and vandalism.



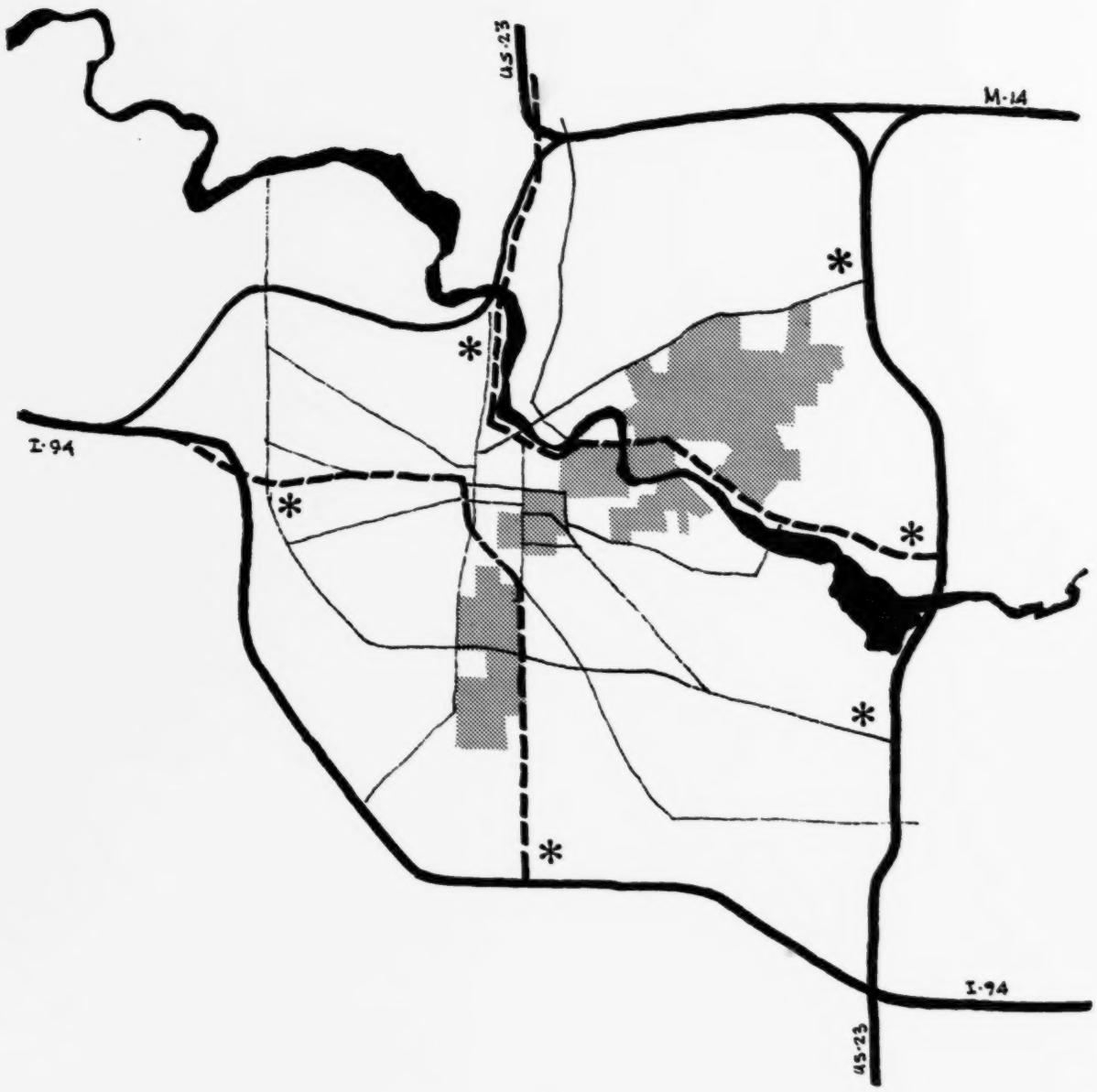
APPLICATION

Vehicular Sign System

Beginning at the expressway ramps into Ann Arbor, the symbol/color identification system of the campus areas should be introduced and explained. Displays illustrating the symbols and clearly identifying them will establish the association between symbol and destination.



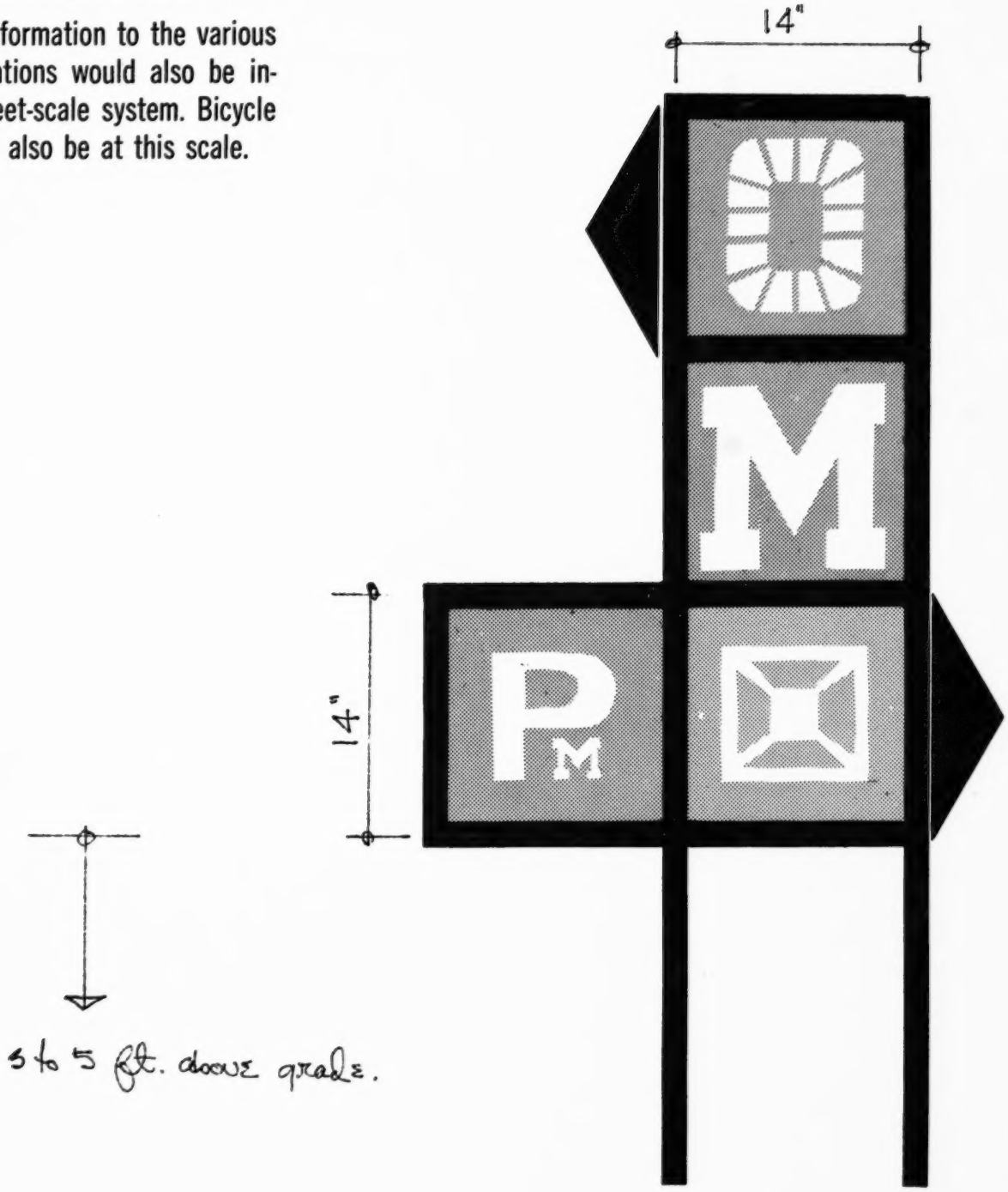
In locations marked with *



Continuing along the community penetrator routes and at other appropriate locations, the area symbols, always accompanied by the block **M**, would be appropriately arranged and positioned to direct the traffic to the desired destination.

The suggested dimension for the vehicular signs is 14″ x 14″; these to be tested prior to production to assure their proper size and comprehension.

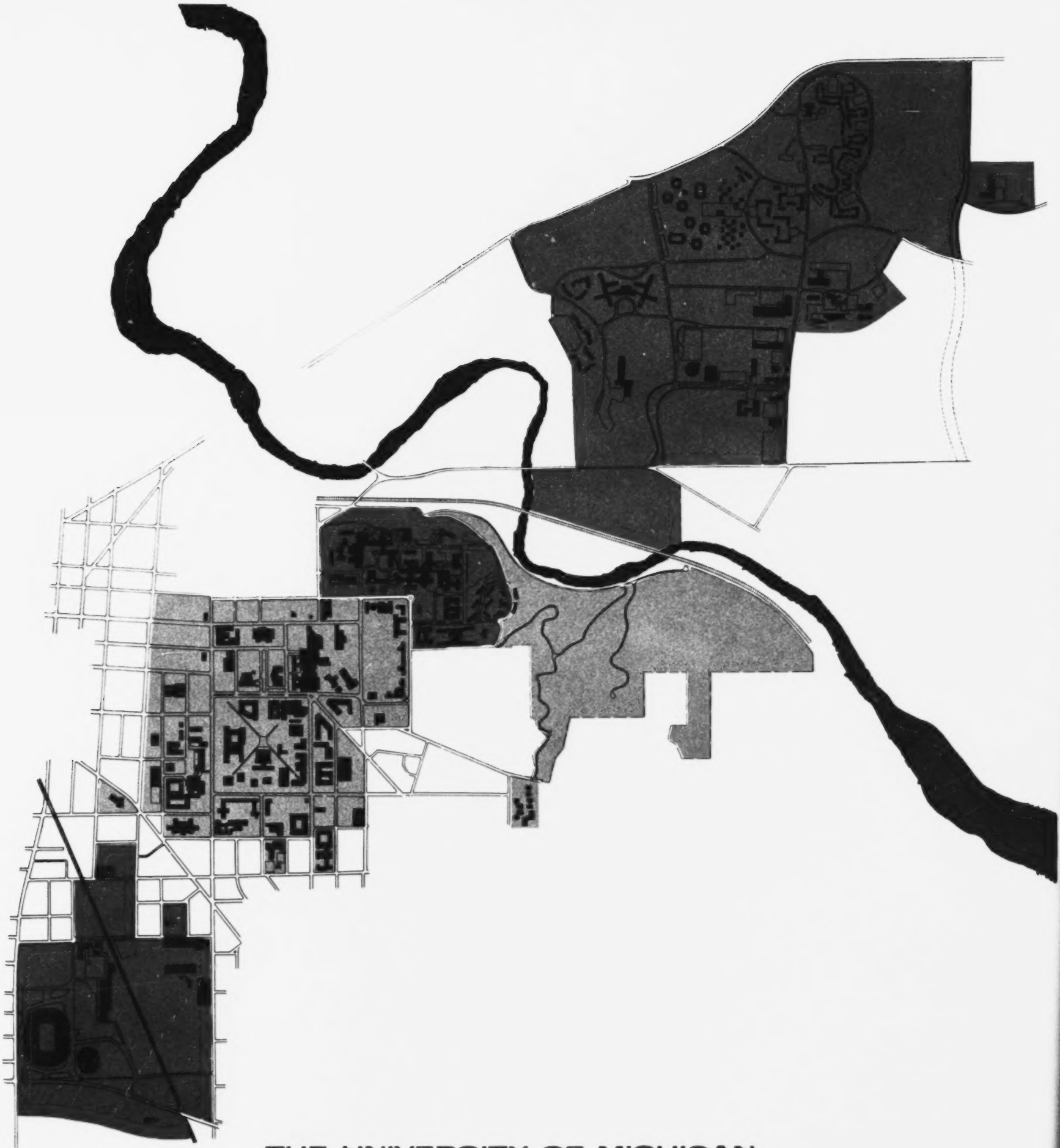
Together with directional information to the various campus areas, parking locations would also be included in the vehicular street-scale system. Bicycle routes and bus stops would also be at this scale.



CATHOLIC CEMETERY
FERRY FIELD
MICHIGAN STADIUM
UNIVERSITY GOLF COURSE
NORTH CAMPUS BLVD
MUNICIPAL GOLF COURSE
CEMETERY
HOSPITAL DR
HOSPITAL
HOSPITAL PARKING
HOSPITAL
HOSPITAL
HOSPITAL

At several critical locations, it may be appropriate to erect informational maps of the University in context with the community and with sufficient detail to permit a visitor to locate himself and the route to his destination. Such directories could be sheltered for use during inclement weather, have push-buttons to light up specific building locations, include telephone connections to a University central information service or incorporate a counter to be staffed during large visitor-drawing events such as commencement, Sesquicentennial highlights, homecoming, etc.

The directory map should amplify the basic identification system by indicating the various campus areas in a color tone to match the identifying sign panels. The porcelain enamel campus walkway map described in the next section would be similar, but of smaller scale.



THE UNIVERSITY OF MICHIGAN

NORTH CAMPUS

Aeronautical Engineering Laboratory
Automotive Engineering Laboratory
Cyclotron
Electrical Station
North Campus Commons
Phoenix Memorial Laboratory
Research Activities Building
Research Administration Building
School of Music

MEDICAL CENTER

Interns' Residence
Kresge Medical Research
Medical Science II
Mental Health Research
Radiation Laboratory
University Hospital

CENTRAL CAMPUS

Alumni Memorial Hall (Museum of Art)
Angell Auditorium Unit
Architecture and Design
East Engineering
East Quadrangle
Graduate Library
Hill Auditorium
Maynard St. Parking Structure
Rackham Building

* note: list of buildings appearing here is incomplete and intended as guide only.

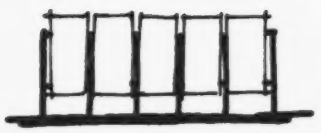
STADIUM AREA

Athletic Administration Building
Baseball Stands
Intramural Sports Building
Ticket Office
University Events Building
Yost Field House

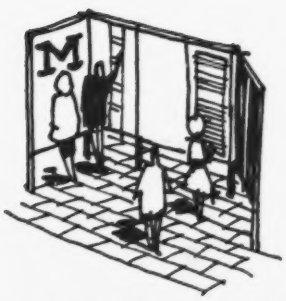
Pedestrian Sign System

The need is evident for several types of signs along campus walkways. They fall into three basic categories:

PERMANENT SUPPORTS. Permanent supports are needed for official (University and student) announcements and basic campus information—maps, building names, etc. Several examples already exist on campus and efforts are being made to provide more of these units (see support at Michigan Union main entrance, the multi-faceted unit in front of the Main Library, and the kiosk at the main entrance to Hill Auditorium). These sign supports should allow for an ease of changing the announcement posters. Some should be specially lighted for night-time use.



SIGNBOARD

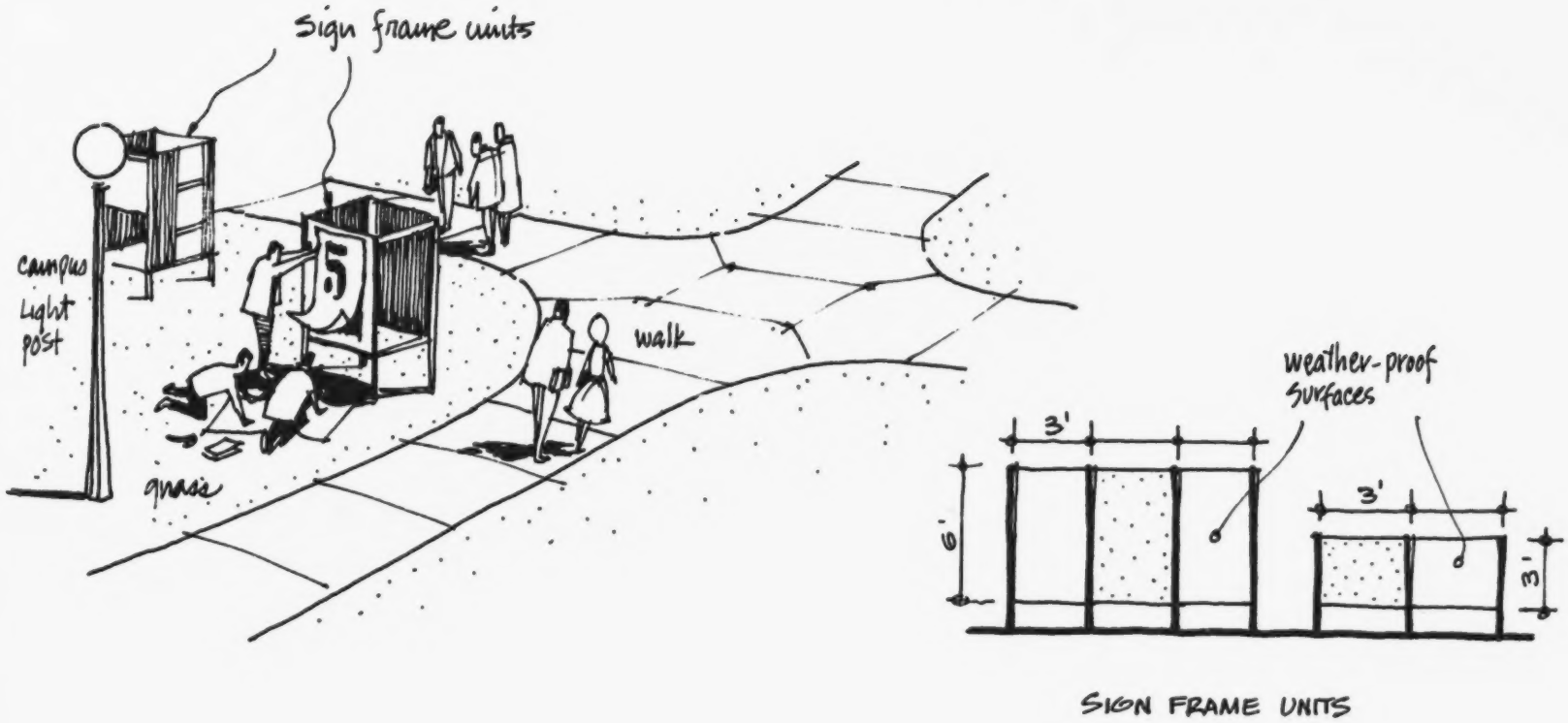


INFORMATION CENTER

The several types already existing on campus seem to give adequate variety. Rather than introduce any new types for new locations, it would be best to choose from among the existing types. Within each type there is considerable latitude for varying design and detail but care should be taken to avoid too many variations.

KIOSK

Permanent supports for these signs should be located at multiple walk intersections, in sub-campus centers, plazas, and near theatres, auditoriums and other such gathering spots.

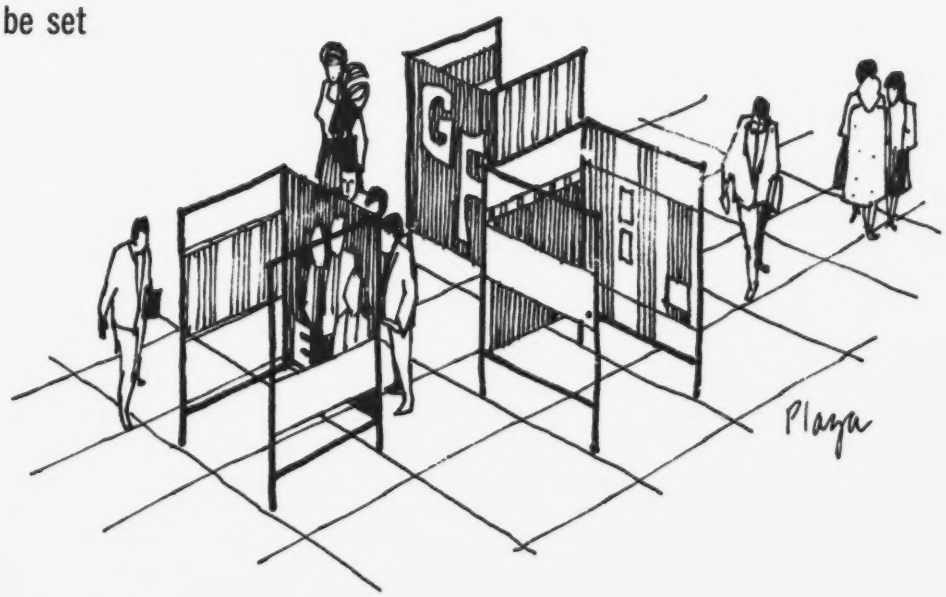


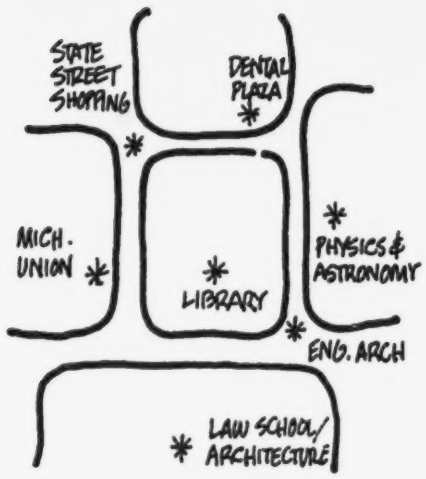
SIGN FRAME UNITS

TEMPORARY SUPPORTS. Temporary, highly flexible and mobile sign frames are needed during certain times of the year when student sign making activity is high. A metal frame system (such as "Unistrut") with a standard modular dimension would serve this purpose well. These could be placed at random along walks, near plazas, in quadrangles, etc. Student groups could choose the desired location and attach the desired announcements.

Permanent sleeves should be positioned in grassed areas to receive the modular frame system, controlling its position and protecting the lawn areas.

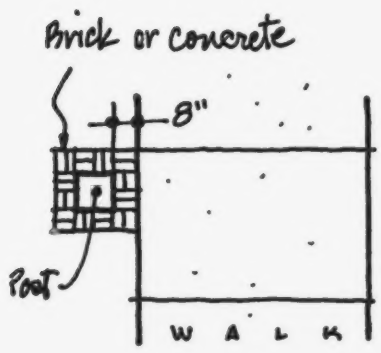
Although a few of the units may be in use on campus throughout the year the major portion would be set out by the University according to demand.



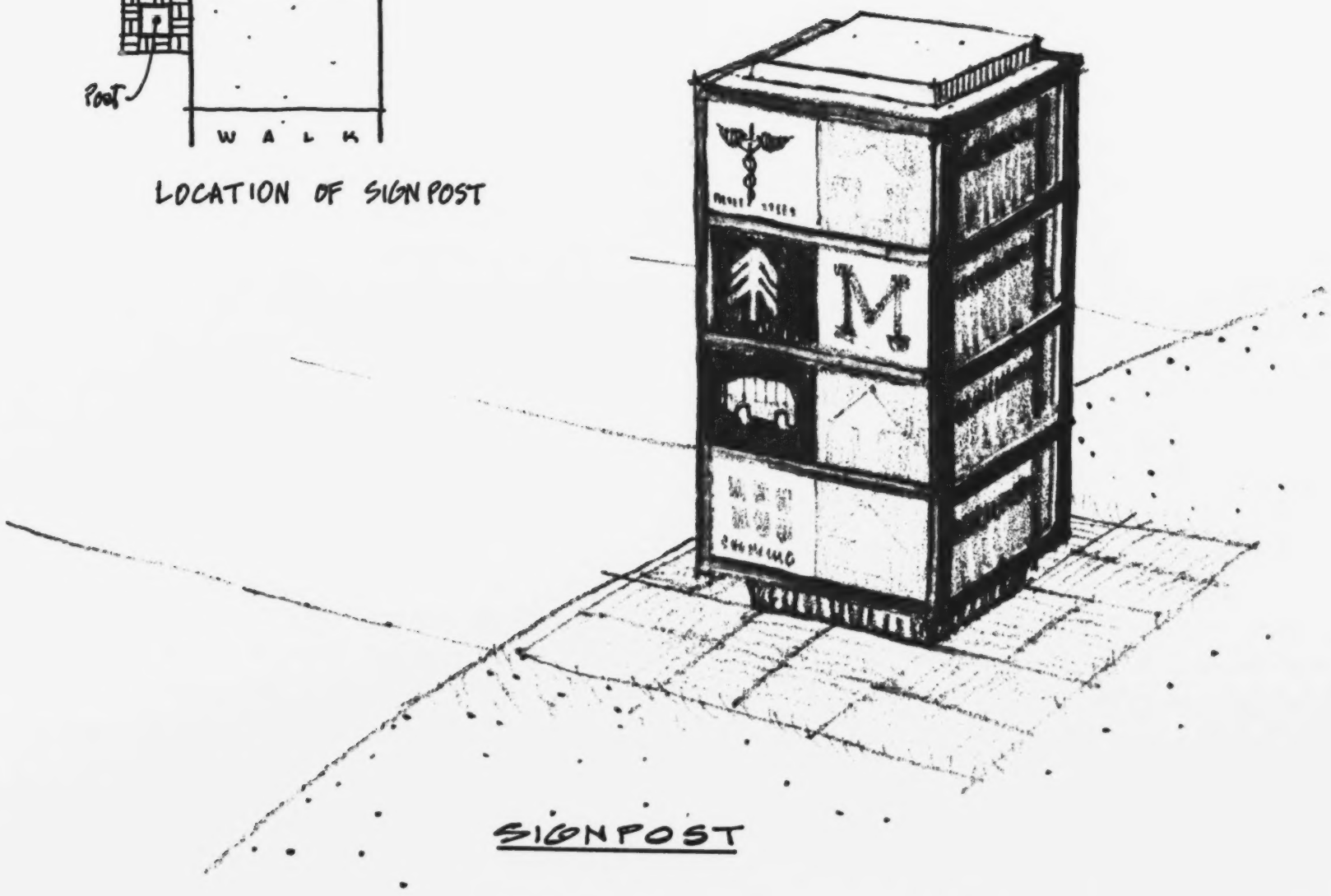


CENTRAL CAMPUS:
TYPICAL LOCATIONS FOR MAJOR
DIRECTIONAL SIGNS

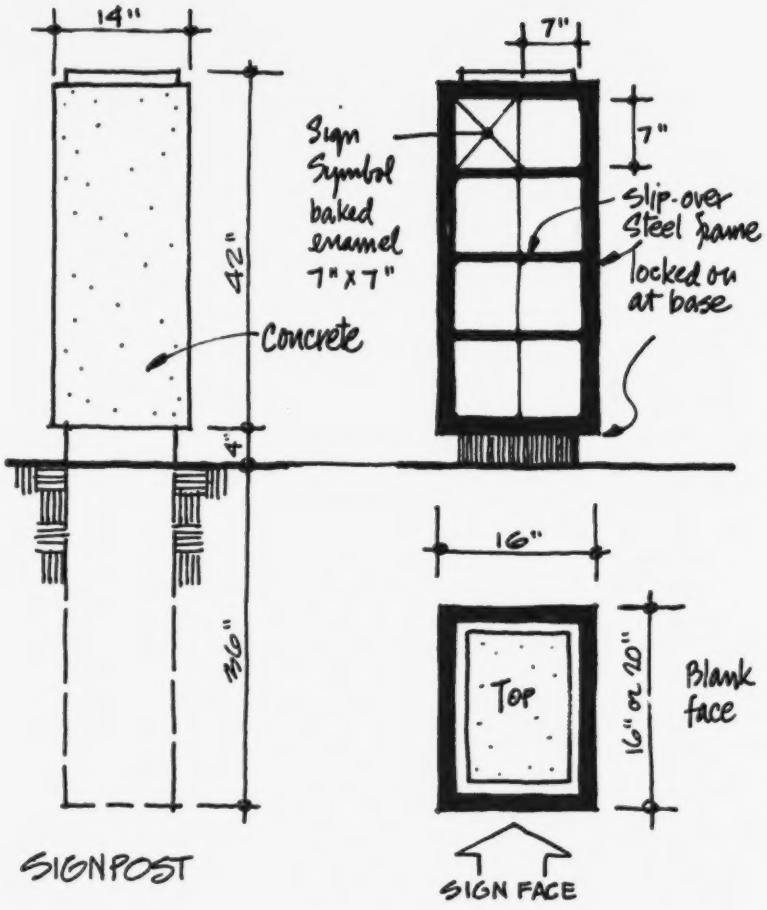
DIRECTIONAL SIGNS. Direction and location signs are needed for guiding visitors and students to the major sections of The University of Michigan campus. These signs should occur only on selected major walkway routes in order to avoid a clutter of too many campus signs. The suggested signing herein has been developed out of a broader campus signs study.



LOCATION OF SIGN POST

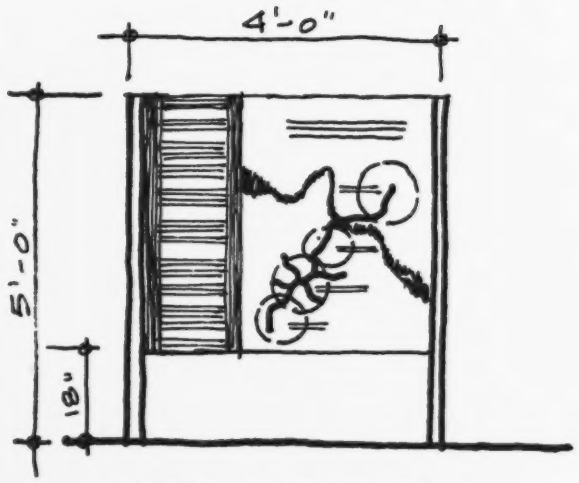


SIGN POST



Two basic elements are involved: a sign post and a campus walkway map. The sign post is composed of a concrete column 42″ high over which fits a metal frame holding square modular sign symbols. The symbols are color keyed to direct pedestrians toward major campus areas, i.e. Central Campus, Medical Center, North Campus, shopping areas and athletic areas. This sign post should occur at frequent intervals along the selected major walkways.

The campus walkway map is a color keyed map to show the overall distribution of campus areas and the layout of the major connecting walkways, bus routes and stops. This map should occur only at occasional major walk intersections, special campus centers and near parking structures so as to be readily available to the visitor.



CAMPUS WALKWAY MAP
(baked enamel - color keyed to sign symbols)

POTENTIALLY PREDOMINANT WALKWAY DEMANDS

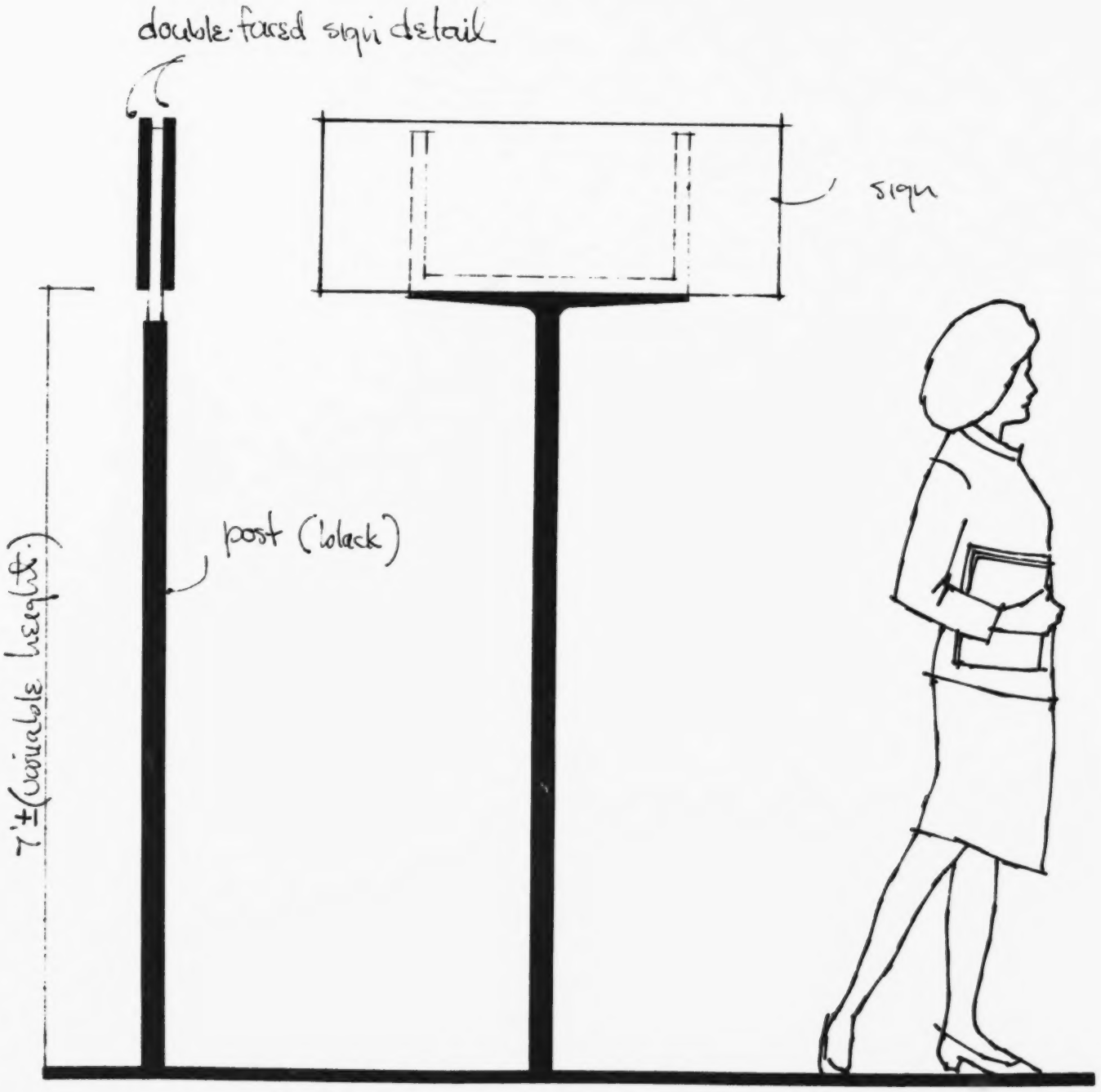
THE UNIVERSITY OF MICHIGAN

Buildings and Places

A similar structural framework detail can be applied to the more individual needs of specific building or place identification. These should be kept within a two to seven foot height above grade, and placed at approaches to their designated area.

Two types of signs are suggested:

a. A tall, single-standard sign for locations along streets or where cars, bicycles, hedges, fences or other elements confuse the visual zone below eye level.



b. A low, double-standard sign where large areas of grass or other surfaces provide a simple background.